



Hosted by the Missouri  
Department of Agriculture  
and sponsored by Missouri  
agribusinesses and  
commodity organizations.



# Charting A Course for Missouri Agriculture

Nov. 23-25, 2003



*We invite you to join us for the*

## 38th Annual MISSOURI GOVERNOR'S CONFERENCE ON AGRICULTURE

### IMPORTANT NUMBERS TO REMEMBER

For conference and registration  
information, please call the Missouri  
Governor's Conference on Agriculture  
toll-free at 1-877-398-3305 or  
573-522-3243.

For room reservations,  
please call Tan-Tar-A Resort at  
1-800-Tan-Tar-A (1-800-826-8272).



*N*early 200 years ago, Lewis and Clark's historic westward expedition opened up new frontiers to the world's people. Their foresight, courage and quest for knowledge set the stage for future expansion and development and had an impact that is still felt 200 years later.

Building on that theme of exploration and discovery, the 2003 Governor's Conference on Agriculture will examine new opportunities for producers and agribusinesses and help identify the tools and resources needed to be successful in today's agricultural industry.

The conference, scheduled for Nov. 23-25 at Tan-Tar-A Resort, Osage Beach, will feature discussions on defining trends, seeking new opportunities and determining the skills needed to ensure success in the next decade. Conference speakers will also show us that entrepreneurs in agriculture are alive and well, explain how we can "differentiate our business," and give us tips on getting our message heard.

This program will give you all the details on the 38<sup>th</sup> annual Governor's Conference on Agriculture and the new direction that lies ahead. Plan to join us Nov. 23-25. For more information, call toll-free 1-877-398-3305.



# Charting A Course for Missouri Agriculture



OFFICE OF THE GOVERNOR  
STATE OF MISSOURI  
JEFFERSON CITY  
65101  
[www.gov.state.mo.us](http://www.gov.state.mo.us)

BOB HOLDEN  
GOVERNOR

STATE CAPITOL  
ROOM 216  
(573) 751-3222

October 8, 2003

Greetings:

Just as the Lewis and Clark expedition forged a new direction for our nation 200 years ago, the Governor's Conference on Agriculture each year helps chart the future course for Missouri agriculture.

The conference is known for drawing renowned speakers and addressing the pressing issues facing the state's agriculture industry. Scheduled for Nov. 23-25 at Tan-Tar-A Resort in Osage Beach, this year's conference will focus on ways we can revitalize our rural communities and provide the tools and resources our producers need to be successful.

Join me in charting a course for Missouri agriculture. For more information, call toll-free 1-877-398-3305.

Sincerely,

Bob Holden  
Governor

BH:so:dlwh



Bob Holden,  
Governor  
State of Missouri



Peter Hofherr,  
Director  
Department of  
Agriculture

## CANCELLATION POLICY

Cancellations received after November 11, 2003 are nonrefundable. Substitutions may be made at any time. All cancellations are subject to a \$20 non-refundable service fee.

## LODGING

Lodging is not included in the registration fees. You must make hotel reservations directly with Tan-Tar-A Resort by calling: 1-800-Tan-Tar-A (1-800-826-8272). Room rates are as follows:

1-4 Persons,  
Resort Complex . . . \$81.12  
Estate Complex . . . \$81.12  
1-bedroom suite . . . \$119.60  
2-bedroom suite . . . \$166.40  
Current tax . . . . . 8.225%

Reservation requests must be received no later than October 30, 2003 to guarantee accommodations. Reservations may be accepted and confirmed up to the opening day of the conference upon availability. Reservations run from 4 p.m. the day of arrival until 11:00 a.m. the day of departure. The following credit cards are accepted by Tan-Tar-A: American Express, Carte Blanche, Visa, Mastercard, Diner's Club, and Discover Card.

For more information, please call the Missouri Governor's Conference on Agriculture toll-free 1-877-398-3305 or 573-522-3243.

## DAYCARE/BABYSITTING

Please make arrangements with Tan-Tar-A Resort by calling 1-800-Tan-Tar-A (1-800-826-8272).

## WINDJAMMER SPA AND SALON

Appointments recommended. Please make arrangements with Tan-Tar-A Resort by calling 1-800-Tan-Tar-A (1-800-826-8272). Costs vary per service.

## INDOOR WATERPARK

Open daily 10:00 a.m. to 10:00 p.m.

## BEAR'S DEN ARCADE

Open Sunday and Monday 10:00 a.m. to 9:00 p.m.

## MR. DEE'S

Open Sunday and Monday 12:00 p.m. to 1:30 a.m.

## AUTOMOBILE ROUTES TO TAN-TAR-A

### St. Louis

Interstate 70 West to Kingdom City, Highway 54 West through Osage Beach to State Road KK, north (right) 3 miles to Tan-Tar-A entrance. 3-3½ hours driving time, or;

Interstate 44 West to Waynesville, Highway 17 north to Iberia, Highway 42 west to Highway 54 west (left) through Osage Beach to State Road KK, north (right) 3 miles to Tan-Tar-A entrance.

### Kansas City

Interstate 70 east to Boonville exit on Highway 5 to Versailles, southeast to Eldon on Highway 52, west on Highway 54 through Osage Beach to State Road KK, north (right) 3 miles to Tan-Tar-A entrance. 3-3½ hours driving time, or;

Highway 50 to Tipton south on Highway 5 to Highway 52, east Eldon, west on Highway 54 through Osage Beach to State Road KK, north (right) 3 miles to Tan-Tar-A entrance, or;

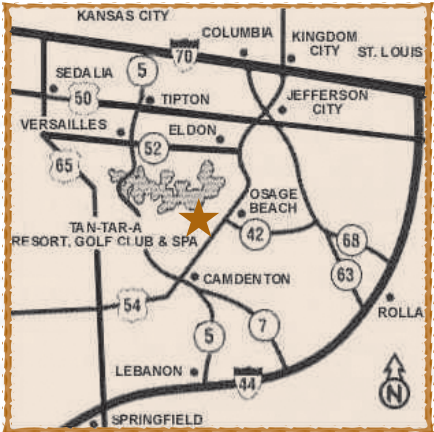
Interstate 70 to Route 5 south to Camdenton, east (left) on Highway 54 ten miles to State road KK, north (left) 3 miles to Tan-Tar-A entrance.

### Springfield

Interstate 44 East to Lebanon, north (left) on Highway 5 to Camdenton, east (right) on Highway 54 ten miles to State road KK, north (left) 3 miles to Tan-Tar-A entrance. 1½ hours driving time.

### Columbia

Highway 63 south to Jefferson City, right on Highway 54 west through Osage Beach to State Road KK, north (right) 3 miles to Tan-Tar-A entrance. 1½ hours driving time.





# Charting A Course for Missouri Agriculture



*The mission of the Missouri Department of Agriculture is “to serve, promote, and protect the agricultural producers, processors, and consumers of Missouri’s food, fuel, and fiber products.”*

## Conference Agenda

### SUNDAY, NOV. 23, 2003

5:00-7:00 p.m. “A Taste of AgriMissouri” Reception – Taste a sample of the Show Me State’s outstanding foods and beverages, while visiting with the who’s who in agriculture at this annual buffet sponsored by Missouri’s commodity groups. Then get ready to start the bidding at the annual auction hosted by the Agricultural Leadership of Tomorrow (ALOT) program.

### MONDAY, NOV. 24, 2003

7:00-8:00 a.m. Buffet Breakfast

8:00 Welcome/Opening Ceremony  
*Peter Hofherr, Director of Agriculture*

8:30 “Charting a Course for Missouri Agriculture” – As a product of a Missouri farm and a former FFA member, Gov. Bob Holden’s rural roots run deep. The governor will share his outlook for Missouri agriculture and highlight steps the state is taking to support rural Missouri.  
*Governor Bob Holden*

9:00 “Strategies for Success” – What will it take for agriculture to succeed in the next decade? We must not only identify and develop new opportunities, but we must have the entrepreneurial skills needed to move them forward. Learn more about the strategies that will take us there.  
*Dr. David Kohl, Agricultural and Applied Economics, Virginia Tech.*

10:30 Break

10:45 “Mapping Future Opportunities” – Defining trends and identifying opportunities in any industry is easier said than done. Because we don’t have a crystal ball to tell us what will and won’t work, we’ll take a look at the tools needed to identify potential opportunities.  
*Jeff Kappell, Associate Principal, SJH & Company*

11:45 Lunch  
FFA Awards  
Welcome Remarks  
*Congressman Ike Skelton (invited)*

1:00 p.m. “Exploring the Entrepreneurial Spirit” – Lewis and Clark were entrepreneurs in their own time, risk-takers who set out on a mission to explore uncharted territory. Agri-entrepreneurs are also exploring new territory. Find out how you can be part of the expedition.  
*Craig Schroeder, Center for Rural Entrepreneurship*  
*Dr. John Gardner, University of Missouri*

2:00 “How To Differentiate Your Business” – Ways to stand out in a crowded marketplace.  
*Rick Segel, CSP, Rick Segel & Associates*

3:00 Break

3:30 “Shout It From the Mountaintop - Telling Consumers Why They Need To Care” – The connection between consumers and the farm is slipping further and further away despite the fact that people are more concerned than ever about what they eat. It’s time to stop wringing our hands and join together to talk about the importance of agriculture.  
*Mary Stewart, Agri-business Council of Oregon*  
*Sue Rourke King, Agriculture Communication Coalition*

4:30 Adjourn

5:00-6:00 Reception

6:00 Dinner

6:45 An award-winning and hilarious Comic-magician,  
*Adam Christing*

8:30 Adjourn

### TUESDAY, NOV. 25, 2003

7:00-8:00 a.m. Buffet Breakfast

8:00 “Surveying Regulatory Services?” – Regulations are designed to protect consumers. But is there a better, more efficient way to provide these services without compromising what they are protecting to start with? Hear what others with a stake in agriculture are doing to improve the regulatory environment for rural communities and their citizens.  
*Rex Ricketts, Commercial Agriculture*

9:15 Break

9:30 “Navigating for the Future” – Explore the strategies Missouri’s four largest commodity groups are implementing to ensure continued success for the next decade. The future is coming – are we ready?  
*Missouri Corn Growers Association (invited)*  
*Missouri Soybeans (invited)*  
*Missouri Cattleman’s Association (invited)*  
*Missouri Pork Association (invited)*

11:00 Closing Comments & Video

11:30 Adjourn



SCHOLARSHIP PROGRAM

The Scholarship Program is designed to provide Missouri farm couples and young farmers with an opportunity to participate in the Governor's Conference on Agriculture. The program is sponsored by agribusinesses across the state and gives more than 50 couples each year an opportunity to attend the conference. A complete listing of the scholarship sponsors will be included in the final program available at the conference. For more information on how to become a scholarship sponsor or recipient, please call 1-877-398-3305 or 573-522-3243.

MARKETING  
AGRI MISSOURI  
PRODUCTS CONTEST

The Missouri Department of Agriculture and the Missouri Governor's Conference on Agriculture are pleased to host the Marketing AgriMissouri Products Contest on Sunday, November 23. This is a team contest that encourages FFA students to develop marketing plans for their use of AgriMissouri products. This competition also helps students build valuable leadership and communication skills. For more information, call 1-877-398-3305 or 573-522-3243.

OTHER MEETINGS OF INTEREST

Sunday, November 23

12:00 noon - 4:00 p.m.  
Agricultural Leadership of Tomorrow (ALOT) Annual Alumni Awards Luncheon

1:00 p.m. - 3:30 p.m.  
Missouri Agribusiness Academy 2003 Class Reception

2:00 - 4:00 p.m.  
Missouri Corn Growers Association Annual Meeting

2:00 - 5:00 p.m.  
Missouri Farmers' Market Association Meeting

3:00 - 4:00 p.m.  
Citizen's Advisory Commission

Tuesday, November 25

12:00 noon - 4:00 p.m.  
Missouri Agricultural and Small Business Development Authority (MASBDA) Meeting

1:00 - 3:00 p.m.  
Missouri Agricultural Land Management Resource Institute (MALMRI) Meeting

1:00 - 5:00 p.m.  
Missouri Soybean Association Board Meeting

Remove along perforation

Registration Information

Name: \_\_\_\_\_ Spouse (if attending): \_\_\_\_\_

Organization: \_\_\_\_\_ Telephone: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

An e-mail confirmation will be sent upon receipt of your registration.

Please photocopy if additional forms are needed.

Conference Fee (includes all meals, breaks and sessions) Individual meals and sessions will not be offered, with the exception of the Sunday AgriMissouri Reception.

	Postmarked by 11/10	After 11/10	Amount enclosed
Individual	\$140.00	\$160.00	\$ _____
Couple	\$230.00	\$250.00	\$ _____
Sunday AgriMissouri Reception Only	\$20.00	\$20.00 x _____	\$ _____

Indicate Special Dietary Needs: \_\_\_\_\_

Emergency Contact Name & Number: \_\_\_\_\_

Payment Options:

- 1) **Check** - Checks should be made payable to Missouri Governor's Conference on Agriculture.
- 2) **Purchase Order** - Purchase orders will be accepted as payment from established businesses if the following information is provided for invoicing purposes:  
  
Purchase Order # \_\_\_\_\_ Contact: \_\_\_\_\_ Telephone: \_\_\_\_\_
- 3) Please indicate if you are a state agency employee by providing your customer number for interagency billing purposes:  
\_\_\_\_\_

For questions, please call toll-free 1-877-398-3305 or 573-522-3243. Mail registration and payment to: Missouri Governor's Conference on Agriculture, P.O. Box 630, Jefferson City, MO 65102.

Faxes will be accepted at 573-751-2868 only if purchase order or interagency billing information is completed.

Registration packets may be picked up at the conference registration area. Although registration is available on-site, we encourage you to pre-register.

FOR MDA USE ONLY

Date Rec'd: \_\_\_\_\_  
Check # \_\_\_\_\_  
Amount \$ \_\_\_\_\_  
Customer # \_\_\_\_\_  
Paid By # \_\_\_\_\_  
Type: IF \_\_\_\_\_ CF \_\_\_\_\_ Partial \_\_\_\_\_  
Receipt # \_\_\_\_\_  
Entered By: \_\_\_\_\_  
Group Code: \_\_\_\_\_